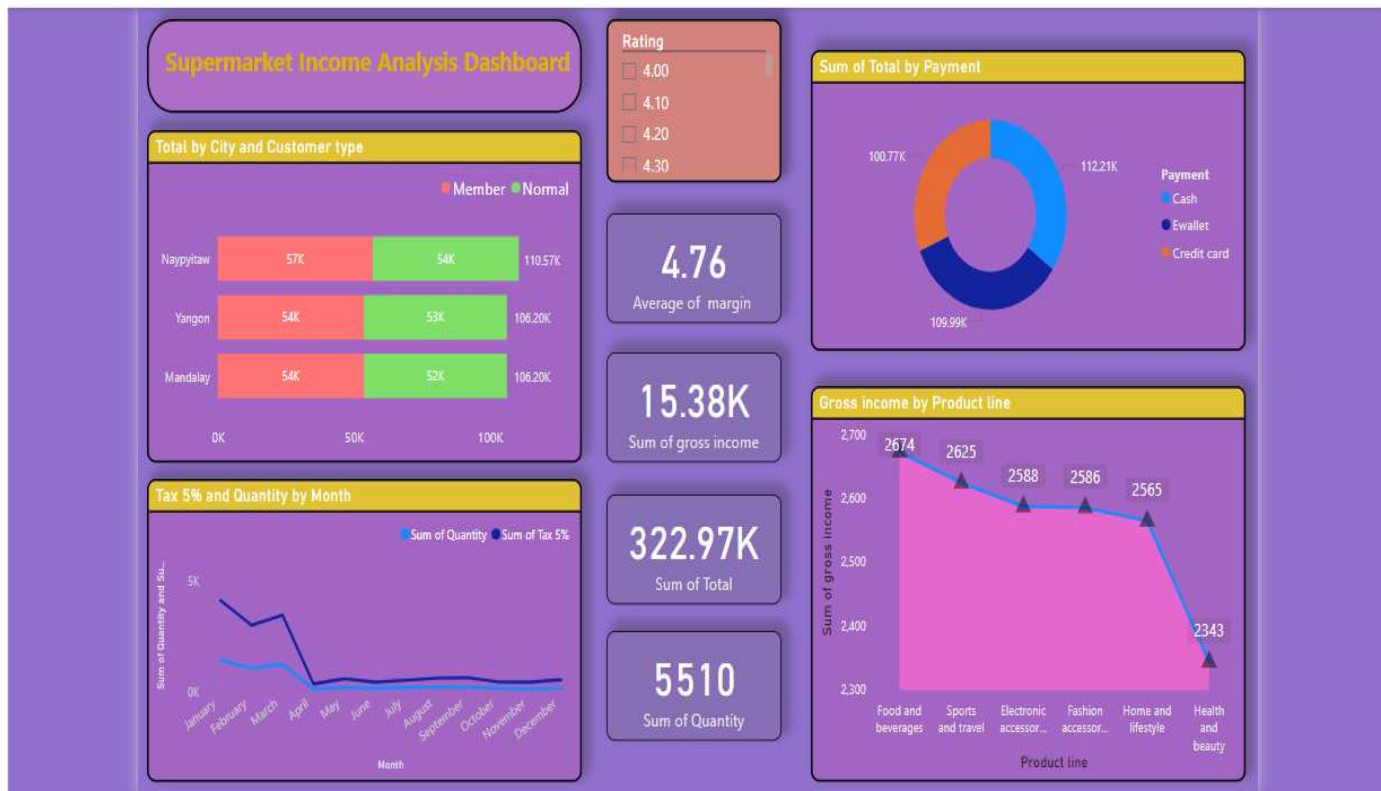# ASSIGNMENT 2

- ## Key Findings and Insights from the Supermarket Income Analysis Dashboard

1. **City-Wise Sales & Payment Trends:**
   a. Sales are almost the same in Naypyitaw, Yangon, and Mandalay.
      (around ₹106K - ₹110K)
   b. Members and normal customers spend similarly.

2. **Payment Method Trends:**
   a. Most customers prefer Credit Cards (₹112.21K)
   b. Cashless payments are more popular than cash.

3. **Sales Trends Over Months:**
    a. Sales were highest in Jan-April but dropped after May.
    b. This could be due to seasonal demand changes.
4. **Best and Worst Selling Product Categories:**
    a. Food & Beverages made the most profit (₹2,674).
    b. Health & Beauty had the lowest income (₹2,343), meaning fewer people buy these products.
5. **Overall Income Performance:**
    a. Total **5510** units of Quantity is sold
    b. Total ₹322.97K are earned form all sales
    c. Total ₹15.38K is gross income earnings after product costs.
    d. Total 4.76% is gross margine